Association Advertising

H. W. Stone

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"The Eternal Question"

Association Advertising

By H. W. Stone

Portland, Oregon

BV1100
.S7

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1.00

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No1

Second
Limited Edition of
"Association Advertising"
of which this is

No. 401

Preface

This little book on a technical and professional subject is by an amateur for amateurs. It is not a manual on advertising. It does not claim to be an authority. It is a talk by a Young Men's Christian Association Secretary to his fellows.

My education in advertising has consisted of learning to set type, taking sketching for a few weeks, reading, about ten years ago, a book by Charles Austin Bates on advertising (Mr. Bates might not feel complimented with my distortions), and twenty-two years grinding away at the job.

I am indebted to my co-workers on the Executive Staff of the Portland Association for many paragraphs and ideas in the book; in fact, this is

like almost any piece of work that any man on the Portland force does —it is sure to be largely the result of the co-operation of the other men.

If this book has any attractiveness I feel it is largely due to the cartoons made by Mr. J. W. Bengough of Toronto, who has been in Oregon for several weeks helping in a tax reform campaign. I have become very much attached to Mr. Bengough and appreciate the great service he is rendering to humanity with his crayon and pencil in fighting for temperance and just taxation laws.

The references to commercial advertisers made in the book are entirely without their knowledge or consent, and are used only for reasons of illustration of the text. The same is true in respect to mentioning by name some of my brethren in Association service.

H. W. Stone.

I

Need of Advertising

MOST of the larger Associations of America have buildings and equipments that will accommodate a larger membership than they have at the

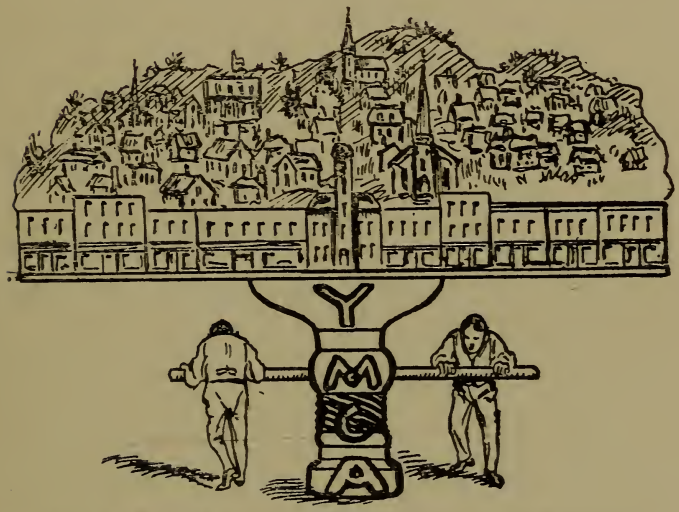
"Some secretaries spend most of their time kicking the town"

present time. This is inexcusable, since all the cities have many times the number of young men who need the privileges any Association with the best facilities can take care of. This little book seeks to help solve this problem by a general talk on advertising.

If an Association does not have all the members it can take care of, the trouble is not with the young men, nor the weather, nor the political party in power—but with the Secretary and the way he advertises.

If an Association does not have as much money as it needs ninety-nine chances out of a hundred the trouble is not with the stinginess of the people of the town—but with the advertising and the poor work of the Secretary.

Some Secretaries spend most of their time kicking the town. This is poor advertising. One of the best ways to advertise an Association is to show that the Associa-



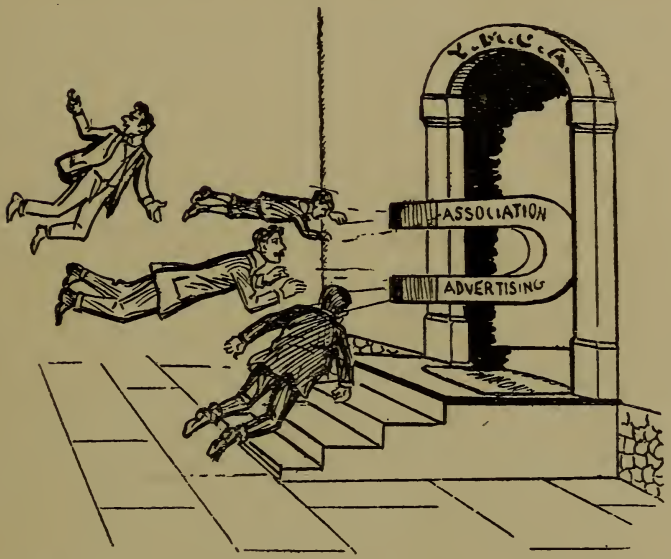
"The Y. M. C. A. is a sort of jack-screw under the town"

tion is really a great booster—in other words, that the Y. M. C. A. is a sort of jack-screw under the town and all that is needed is a few more members and money to

keep the screw turning to lift the town to a constantly higher level.

Some thoughtless man is sure to say that if a splendid building with every equipment and offering all the manifold privileges of a modern Association does not attract the young men without resorting to extensive advertising it proves the young men do not want the Association privileges. It proves nothing of the kind. It may simply mean that the bricks of the building have not been magnetized and Y. M. C. A. advertising is placing a magnet in the Association structure to draw the boys and young men of the city.

It is valueless for an organization or a city to provide a building or the privileges of an Association unless these advantages



"Y. M. C. A. advertising is placing a magnet in the Association structure to draw the boys and young men of the city"

are constantly MADE KNOWN to the boys and young men of the town—this "making known" is Association advertising.

The real question is not whether the young men WANT what the Association offers, but whether they OUGHT TO HAVE what the association has to give. If the management really believe in their work and mission it is their business to see that the boys and young men of the city partake of the advantages of the Association.

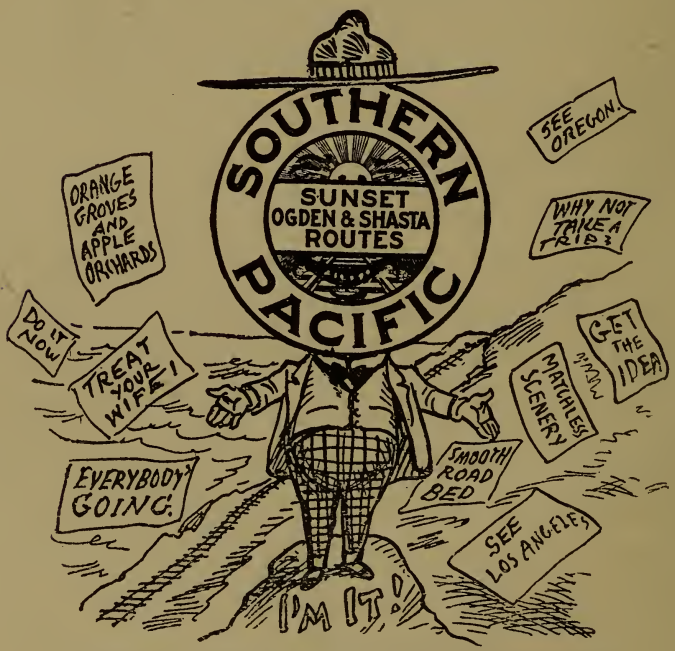
"That very few cared for when it was first tasted, kept talking about its charms so continually that it gets into everybody's mouth"

Sometimes the taste for Association privileges will have to be cultivated, but if a business cor-

poration can put on the market a gum with a flavor like "spearmint" that very few cared for when it was first tasted, then keep talking about its charms so continually that it gets into everybody's mouth and is sold by the carload, we can be sure that if the charms of the Association were only proclaimed more persistently they would be used by a constantly increasing proportion of the young men of our cities.

The fact that the Association in some cities has a sort of monopoly of such privileges as a gymnasium, swimming pool, or night school, is no reason why the Association should not advertise these very privileges continually. There is only one railroad up and down the Pacific Coast (the

Southern Pacific), but it is everlastingly advertising, not to attract business from other lines, but to "create business" and to start people to thinking about taking a trip from the dust of California to the cool evergreen valleys of the Pacific Northwest,



"The Southern Pacific is everlastingly advertising"

or from the rains of the North to the sunshine and orange groves of the South.

State Universities and Agricultural Colleges that have no real competitors in their field, believe that they have such good "wares" to offer that they are finding it advantageous to advertise more and more. One of the strong pieces of advertising literature that has come to my attention this season is from the Oregon State Agricultural College on "Dignifying the Industries."

Some one has said before reading this far that the best way to advertise an Association is to do such a good work that the work will advertise itself. This is only half a truth and therefore a decided error, for if the

work is good, that is the very reason it should be advertised the hardest; in fact, good work is the only kind worth advertising, and

"Mr. Fels sees that the magazines, papers and fences of North America cry aloud the virtues of his soap"

the better the work the more it should be advertised.

No one questions that Fels Naptha soap is a good article and satisfies those who buy it, and of course many users tell

their friends of its merits, but Mr. Fels, though he has a pile of money and spends most of his time in England pushing tax reform throughout the world, sees that the magazines, papers and fences of North America cry aloud the virtues of his soap. So if an Association is doing a good work and has a satisfied membership that is a strong reason that it should advertise.

If an Association is run down the first thing is to get something going, a very easy thing to do these days on the strength of the letters Y. M. C. A., because they have been so well advertised throughout the nation, and then begin to advertise. In running a newspaper James Gordon Bennett, Sr., said the important thing

was to "get the news and then make a dom fuss about it," so with a run-down Association the thing to do is to get some activities going and "make a fuss about it." That is Association advertising.

II

What Is Association Advertising?

THERE is no mystery about advertising any more than there is about sawing wood. When I was a boy, I had to saw

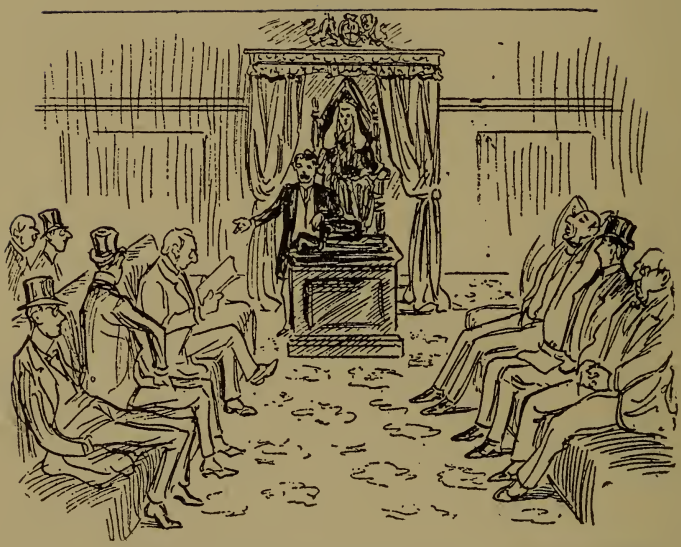
"I had to saw all the wood for the family"

all the wood for the family. Before getting down to work, I used to stand around and work out a lot of different theories about the best methods of sawing wood; but when I finally got the wood ready for the stove, I simply placed it on a buck and kept pushing the saw back and forth. The way to do Association advertising is to keep pushing the Association opportunities back and forth before the eyes of the young men of the city, and the membership will keep piling up.

Association advertising is to state in an attractive and definite way just what the Association has to offer and what it costs.

Advertising an Association may consist of many things—such as writeups in the daily papers, an

electric sign on the top of the building, the way the front steps are cleaned, a fifty-thousand catalog issue, the way the Secretaries keep their shoes shined, or a card in a street car; but in this book we will treat principally of those kinds of advertising which are placed under the head of "Publicity."



"The outcome of the final vote on the Lloyd-George Budget in the House of Commons"

III

Good Association Advertising

GOOD Association advertising is giving the facts about the working of the organization in an entertaining way. These facts, if properly presented, will be of intense interest to young men. Many Secretaries fail to understand that they have in the modern Association, news of absorbing interest to the live young men of the city.

It is of far more interest to the average young man to know where he can go swimming three times a week in a marble basin, larger than six box cars, at a cost

of less than 8 cents a time, than to know what was the outcome of the final vote on the Lloyd George budget in the House of Commons.

"They would be falling over each other to get to the Membership Secretary's desk"

These news items and facts about the work of the Association ought not to be allowed to become stale by repeating them in the same way all the time.

The average modern Association has been given a wonderful lot of good things, greatly appreciated by young men, in the way of gymnasiums, swimming pools, laboratories, bowling alleys, running tracks, camera rooms, club features of all kinds; and if the young men of the city only KNEW about the advantages of this equipment and the activities that should be going on, they would be falling over each other trying to get to the Membership Secretary's desk.

"1,000,000 Association Members in North America"

IV
Big Possibilities

THE possibilities of a Young Men's Christian Association have never yet been conceived. There seems to be no limit to the growth and development of our work. We have sounded the slogan of "1,000,000 Association members in North America." This means to almost double our membership, but it will be done.

Twenty-five years ago who ever dreamed of such great institutions as Los Angeles, Kansas City, Detroit, the larger branches in New York and Brooklyn, as well as many others that might be mentioned, to say nothing of

what Montreal, Toronto, Cleveland and Boston will be when in full swing in their new plants.

"New plants"

We may go on adding and building up departments, for society believes in us today, if we can only get the business. It is our

job to reach boys and young men and, by a process that we call Association work, bring them under the influence of the teachings of Jesus and cause them to take Christ as their Lord. One of the modern ways to get this "business" is to advertise persistently.

A secretary should take time to
prepare advertising

V

Preparing Association Advertising

PEOPLE read advertisements much more these days than they used to; they have formed the habit, and have found out that

"Some secretaries honestly think that they have not time to see that their Association is properly advertised"

it pays, for advertising is business news. If an Association wants "business" it must give the news, that is Association advertising.

"George Warburton finds time to go fishing"

Some Secretaries h o n e s t l y think they have not time to see that their Association is properly advertised. Most Secretaries find time to do whatever they are most interested in. I understand

George Warburton finds time to go fishing, Wilbur Messer to play golf, and Knowles Cooper to make "packs" of speeches.

Advertising should never be dashed off in a hurry, but ought to be planned and worked over as Mott is said to grind over his addresses. A set time each day or week should be given to advertising the Association. It is not such a hard or wonderful thing to prepare good advertising; it simply requires hard work, thought and application.

For a Secretary to say that he has not time to attend to advertising is simply another way of saying that he cannot do his work, for advertising is today an important part of the work of every successful Secretary.

Every employee should know all about what is going on in every department of the Association so he can, as it were, be a "walking advertisement" and be able to answer any question any time, anywhere about any phase of the Association work.

"Penny wise and pound foolish"

VI
Advertising Cost

SOME Secretaries tell me that they would like to advertise the work, but that their Associations cannot afford it. I usually answer that I do not see how they can afford not to. It occurs to me that it is a case of "penny wise and pound foolish."

Others say they tried advertising but that it did not pay. The probable trouble was that their advertising system was wrong.

How to advertise and the amount to be spent must, of course, be determined by the size of the Association, the size it should and might be, the size of

the city, the present income, and what the income might reasonably be expected to be if the maximum volume of business were being done by the Association.

If a moderate sized Association has a Night Educational Department with a budget like the following:

*An Educational Secretary	$1,500
Teachers	1,700
Other expenses, including limited advertising ..	529
Total	$3,729

Then this Association finds that it can enroll about 300 students without newspaper advertising and these students pay in class fees $2483, leaving a deficit of

*This budget is not an estimate by the author but is made up from the average of the eleven North American Associations with between 300 and 400 different students in their Night Educational Departments. These eleven Associations had 3,864 students or an average of 351 to each Association. They spent $48,005 on their educational work or $12.43 per student, and received in class fees $33,224 or $8.61 per student.

$1246. If by spending $300 in display advertising in the daily papers 100 more students can be secured, bringing in $861 additional class fees, the deficit would be only $685, and in addition there would be, of course, the membership fees from the 100 members to help on the "overhead" charges of the Association.

This display advertising could likely be secured for one-half or less than list rate. Daily papers in most cities will make such a rate to the Associations. It is no better rate than that given to the large department stores. The only difference is that they take a great deal more space than the Association can afford, but they do not pay any more per inch. At the same time (although it

need not be asked) it will almost be sure to cause the papers to give more liberal reading notices about the "great educational

"There is much to be gained by getting chummy with the press"

work" being carried on by this Association. There is much to be gained by getting chummy with the press.

A similar illustration could of course be made of the Boys' or

Physical Departments, and again a like illustration could be made of the value of thorough catalogue or window card advertising.

I know of many Associations with a good work, good buildings, good Boards of Directors, good employed staffs, that are a little on edge because they seem to have a small current deficit each year. They simply need a plus mark after their good work. Their cash book looks something like this:

Receipts		Expenses	
Memberships	32	General Salaries	25
Dormitory receipts	20	Fuel, light, water	10
Subscriptions	8	Educational Dept.	7
Class fees	15	Religious	3
Locker rents	2	Physical	14
Other sources	21	Boys	8
	—	Employment	8
Total receipts	98	All other expenses	15
Deficit	2		
Total	100	Total	100

Now what is needed is just a little more and better advertising to change the 2 per cent deficit into a 2 per cent surplus that will permit the securing of the continually needed additional equipment and keep the Association supplied with a little more than barely absolute necessities.

It takes some nerve to pay out money for advertising when an Association is running behind. Of course an Association should save money everywhere it can. Begin by stopping the issue of a lot of little circulars that half the time never get circulated, cut off all the ads you have ever run in programmes or "souvenirs," and withdraw all your ads from dinky little papers. Don't think that a paper is high priced because it

charges one dollar an inch, and another cheap at ten cents. It is circulation that brings results, and it is results that count. Begin pushing on the old main Association lines of the work of the Gymnasium, Educational Classes, Swimming Pool, Shower Baths, Sunday Meeting, giving them a new twist, then plan a campaign of advertising. Don't depend on some "expert." "Put not your confidence in princes."

Trust in the Lord, believe in your town, your Association activities, and advertise.

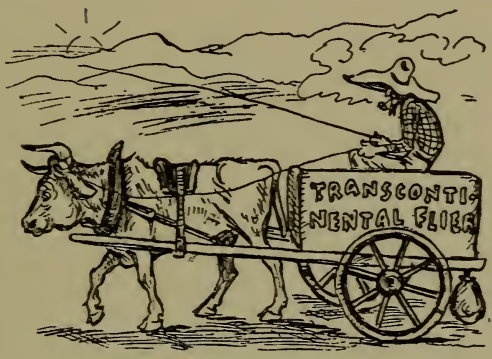
Some Secretaries seem to believe that the only good advertising is expensive printing; whereas, the most expensive pieces of Association printed matter that have come to my attention I be-

lieve were very poor advertising, for the reason that anyone looking at the embossed cover, deckel edged paper, and many tone ink impressions would be thinking of the attractiveness of the printing instead of the attractions of the Association's features.

VII

Newspaper "Write-Ups"

THE American newspaper is the greatest advertising machine ever invented. Other forms of advertising are good some



"Starting across the contiuent in an ox cart"

times. The daily newspaper is always effective if the news and display advertising is handled half way right. For an Associa-

tion to neglect to use the newspaper and issue a lot of little leaflets is like a man today starting across the continent in an ox cart,

"Newspaper advertising is more penetrating than a mustard plaster"

instead of in a Pullman sleeper.

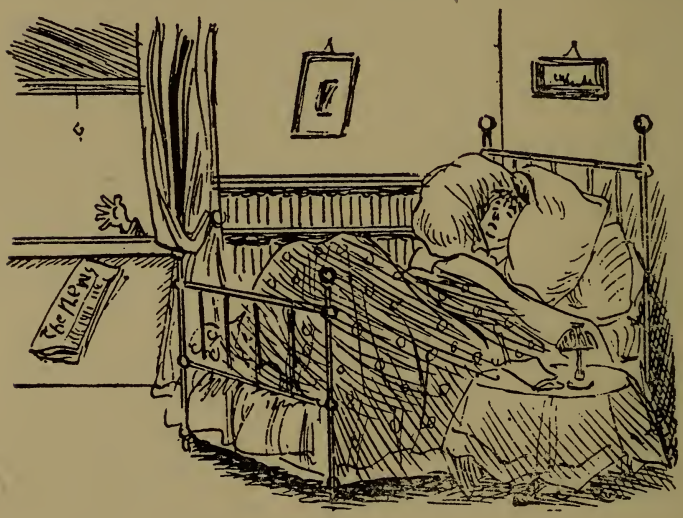
The great value of the daily newspaper over all other forms of advertising is that it gets into

the hands of practically everybody. A newspaper is like air; it goes into every home, office, store and workshop of the entire community. Newspaper advertising is more penetrating than a mustard plaster. When an Association officer prepares copy for a little folder or circular the work is only one-tenth done; the big job is to get the printing into hands that will read it. With the paper it is just the opposite; you turn in copy and the morning newspaper delivers your Association news or advertising while you sleep, and the afternoon paper will do the same while you go to the ball game.

Papers, as a rule, are very liberal with Associations in the way of news space. They are coming

to know that a live Association Building is a news center.

Every Association should systematically plan to get the items



"The morning newspaper delivers your Association news or advertising while you sleep"

of the Association's doings into the daily papers. Papers cannot be expected to use bare announcements, and all Association items must be given a "news feature"

to be of value to the papers. A little study and attention will develop the ability to find how to make "news features" of many things that are not now used.

In all Associations having a number of employees, one man should be assigned the duty of keeping in touch with the papers and giving them "stories" of the Association activities.

A certain Association has found it advantageous to employ one of the strong reporters of the leading paper of the city to write news articles for all the daily papers. He visits the Association Building every day, calls on the heads of all the departments, puts a local "cracker" on news articles appearing in "Association Men", digs around the Association Build-

ing and "develops" news many times from incidents and features that none of the Association officers ever thought of using, much as the experts "develop" water by digging down into the dry river beds of Southern California.

VIII
Display Newspaper Advertising

NOT many Secretaries seem to believe much in newspaper display advertising. There are two main reasons for this. One is that not many have tried it. They are like a lot of the Godless fellows around town who do not believe

Y. M. C. A.

Corner Sixth and Taylor Streets

Best Place for Boys and Men

FEATURES

Gymnasium
Swimming Pool
Educational Classes
Library
Reading Rooms
Baths
Dormitories

Call or send for free illustrated catalogue giving full information

A display ad. of little value

in prayer; they never tested it. The other is that the display ads they have run lacked the essentials of a good ad, viz., they did not state definite things and tell what they cost. A display ad like the one on the preceding page might have some value, but an ad giving definite information of costs, something like this, would be much more effective.

Young Man

Join the Y. M. C. A. This Week

Only $12.00 for one year
Some of the things you get for the

$12.00

—Gymnasium
—Swimming Pool
—Library
—Reading Rooms
—Baths (Marble)
—Dormitories ($9 to $20 per month)

Call or send for free illustrated catalogue giving full information

"Physical Department display ad."

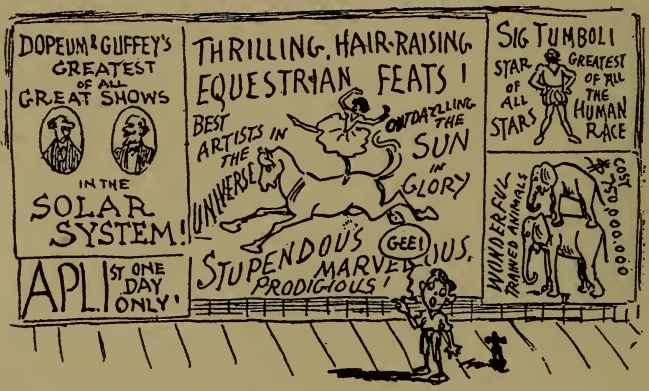
There is another place where Association newspaper display ads bring big results, namely, in advertising entertainments, such as an Association Minstrel Show or a Gymnasium Circus.

"Association minstrel show"

Try and get the display on the same page with the entertainment and theater ads. It is of value to have such ads on the page in the paper where people look for entertainments. Of course, it hardly needs to be said that this

advertising, like circus advertising, should not be too modest.

Also try and have your entertainment listed wherever the paper gives a little daily mention of the entertainments of the day.



"Like circus advertising, should not be too modest"

This in many papers is at the head of some local column.

It has been found of value to use display advertising one or two days immediately before some big event, such as the opening of

the gymnasium or the educational classes, giving simply the date and the event.

This ad was run this Fall with good effect in four daily papers:

Opening Exercises

Y. M. C. A.

Night Schools

Monday, September 23

7:30 p. m.

Everyone invited

Note: See list and cost of classes, page 5 of this paper

The first time a display ad runs it is not likely to produce much effect unless it is very large and announcing a date event.

Results come from repetition by keeping the Association oppor-

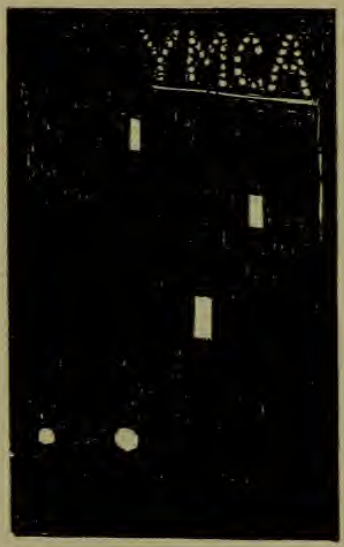
tunities flashing out from the pages of the paper day after day, as the electric signs flash out in the night.

Do not use too many papers, but be sure to use the best ones. They have the circulation and it is circulation that counts. Better a small space in the leading paper than a larger space in an obscure publication. Advertising work is not done when the copy is turned in. The Board of Directors, the Committees, the employed staff, from janitors to General Secretary, must be ready for the increased business, to see that the Association goods are delivered.

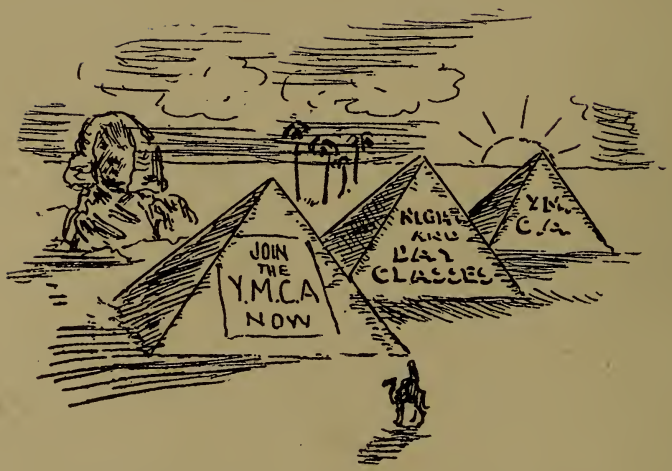
An ad in a paper should be watched and changed from time to time. Note what effect differ-

ent forms or statements of the "story" have.

Effort should be made to tabulate just what results are secured by different ads and from different papers. Advertising theories do not count; it is men and boys that show the results.



"Keeping the Association opportunities flashing out from the pages of the paper day after day as the electric signs flash out in the night"



"Each year the Nile overflows the land of Egypt with blessing"

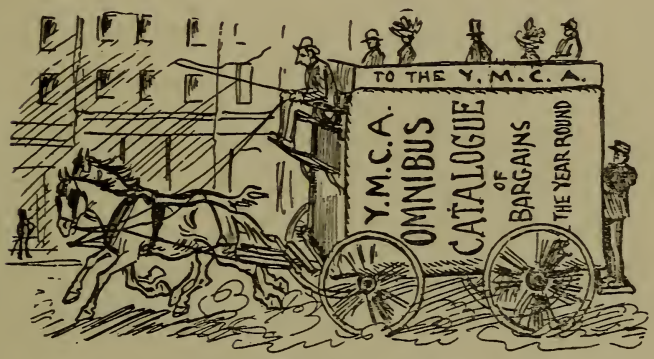
IX

Catalogues Announcements

ONCE each year the Nile overflows the land of Egypt with blessing, so every Association, large or small, once a year should flood its community with some kind of an announcement outlining all the privileges and activities of the organization. This in a small Association may be only a little four page folder of five hundred or a thousand edition, while in a large city organization a hundred thousand highly illustrated booklets may be printed.

There are two general policies in respect to this kind of printing, one is to depend on a separate circular for each department as Educational, Physical, Boys', Religious, and sometimes a separate publication for each of the many courses of the Educational Department, and other single phases of Association work. The other to issue a general catalogue covering the whole Association program, using in addition a minimum of leaflets or announcements to supplement the catalogue. There are strong advocates of both policies. The securing of strong departmental heads seems to tend to developing the first policy. I believe in the second method of publicity for the reason that the statement of the

work in its entirety in a strong way is sure to be much more impressive than any one phase of the work. This, of course, does not mean that it may not be of advantage to issue special an-



"Vast businesses have been built up by the use of omnibus catalogues"

nouncements. For instance, if an Association conducted a Plumbing School and had issued a special circular about this Plumbing School, and an inquiry by mail came concerning the school, it

would be far more effective first to send the general catalogue in which the Plumbing School with its costs is simply listed with many other schools and classes and all the lines of Religious, Physical, and general privileges, then the next day send to the same person the announcement of the special school. The general catalogue has opened the eyes to the magnitude of the Association work, and then the special circular enlarges on the feature in which the person is most interested just at that time, and is most likely to clinch his interest.

The great mail order houses, such as Sears-Roebuck Co., have built up their vast businesses very largely by the use of omnibus catalogues, containing a de-

scription and price of almost everything under the sun. I know Associations that last year were in a position to furnish at least 200 different features, and simply issued a dozen or two little leaflets that gave only a trivial idea of a great organization.

It is estimated that the leaflets produce practically no effect after the year they are issued, while a "catalogue" giving a listing of many articles or features has an effect that reaches over succeeding years something like this.

General catalogue advertising results:

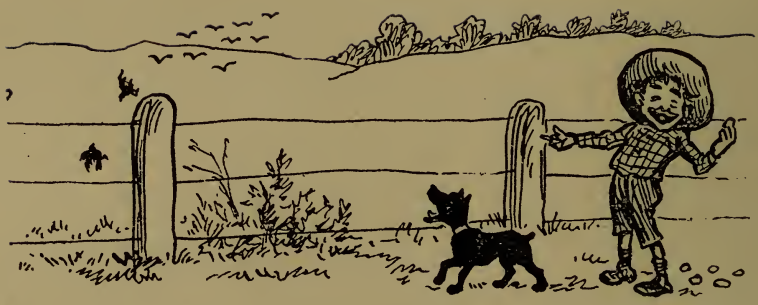
First year ..	65	per cent	of	total value
Second year ..	15	"	"	"
Third year ..	5	"	"	"
Followlng years	5	"	"	"
	100	"	"	"

Little special leaflets are seldom given the wide or general circulation that is needed to secure results in cities these days, whereas a catalogue usually gets a systematic distribution.

Here is a list of some of the places where Y. M. C. A. catalogues should be sent or placed in the Fall:

1. To each member.
2. To gathered list of prospective members.
3. To each subscriber.
4. To list of prospective subscribers.
5. To checked list from City Directory.
6. Have one placed in every reception room of physicians, dentists and lawyers.

7. Reception and waiting room of every business or office having same in city.
8. Have leather binding or magazine binding put on the Association catalogues, then place them in all the libraries and reading rooms of the city.



"Like killing two birds with one stone"

X

The Fall Campaign

AN Association is like a farm —the busy harvest time is in the Fall. This is the time to do the most effective advertising. However, the preparation of this advertising should be started early in the Spring and all outlined and in hand by the first or middle of August.

There is some value in turning the batteries loose all at one time.

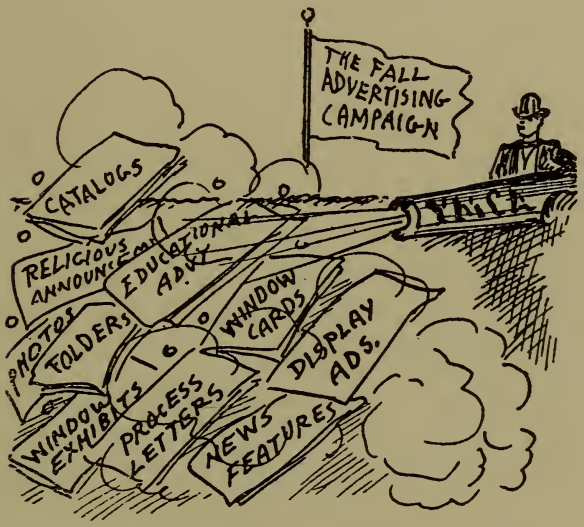
The fall advertising accomplishes two purposes. It lets the young men and boys know of the Association's advantages, and gives the business men of the community a big conception of

the work being conducted and thus prepares the way for the annual solicitation of current subscriptions, which can best be done early in January. It is like killing two birds with one stone.

This is the actual Fall advertising program for a certain Association last season:

1. Twenty thousand catalogues of thirty-two pages, with halftone illustrations on every page.
2. Five thousand special Educational catalogues of forty-eight pages, giving exact and definite information about the work, costs, teachers, etc.
3. Five thousand special Religious department sixteen-page announcements.
4. Ten thousand illustrated twelve-page folders, to be given out and circulated by hand in shops and factories of the city.
5. One thousand two-color illustrated (9½x 22-in.) window cards to be placed in shops and factories where employees will see.

6. Display advertising in four of the daily papers.
7. Personal process letters sent to list of names gathered during the previous four or five months, of those who expressed interest in some special phase of the Association activities.



"There is some value in turning the batteries loose all at one time"

8. Window exhibits in leading stores of Physical and Educational work and apparatus. These exhibits can be made very attractive and should contain something that moves or has life in it.

9. The photographs of new employees given to the press and information about them at proper intervals to get best results.
10. Newspaper news features in respect to new lines of work, new apparatus installed, definitely planned to be furnished the daily press at such a time as will be of greatest value in the general campaign.

XI

Summer Advertising

THE day has passed when the Association can afford to consider practically shutting down

its work from one to four months during the summer. When the Secretary sees a young man come

into the front door with the first straw hat of the season then he must plan to modify the Association's activities to meet the new demands.

If the work is to be made to go all summer, it must be advertised. This can be done in many different ways; install soda water f o u n t a i n s, introduce potted plants and trees outside and inside the building, see that the newspapers are informed about every move that is made, organize some kind of picnics and hikes early in the spring or summer; make the Association building the rallying point. Have moonlight excursions on rivers and lakes, organize twilight baseball leagues, keep things moving, and keep the

letters "Y. M. C. A." appearing in the daily papers.

Special membership at reduced rate from May to October can properly be offered and pushed.

"Keep the letters Y. M. C. A. appearing"

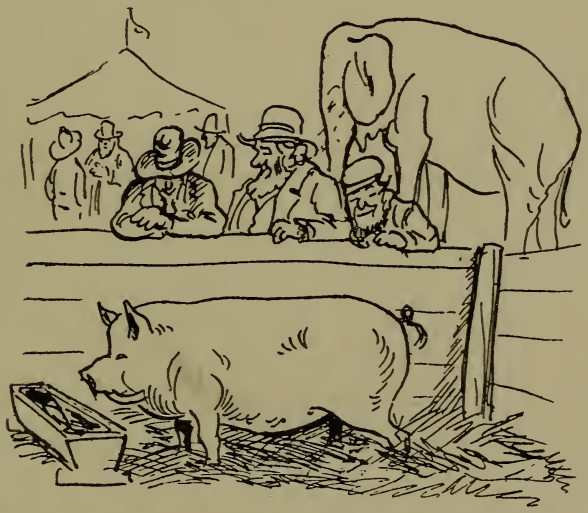
The Association can afford to give privileges for less money in the summer than in the winter. These special summer memberships will not interfere, but rather aid, in securing full annual memberships in the fall, providing, of

course, the Association sees that the summer membership man receives just what has been promised.

XII

What to Advertise

SOME Associations seem to think the only thing worth advertising is something new or strange. Others believe they could advertise big if they only



"More farmers will go to see a prize Berkshire hog than will go to see an elephant"

had something that they do not possess. This is all a fallacy. The best things to advertise are the most common. Are the biggest advertisers flying machines and automobiles? Not by a long shot. They are oats, wheat, flour, overalls, shoes and tobacco. More farmers will go to see a prize "Berkshire" hog than will go to see an elephant.

The best Association features to advertise are not a few fancy "Special Schools", but arithmetic, penmanship, mechanical drawing, the gymnasium, swimming pool, shower baths, the Sunday Meetings, etc. They can always be depended upon to attract young men and boys. Keep hammering away on what you have and add

everything else that you possibly can.

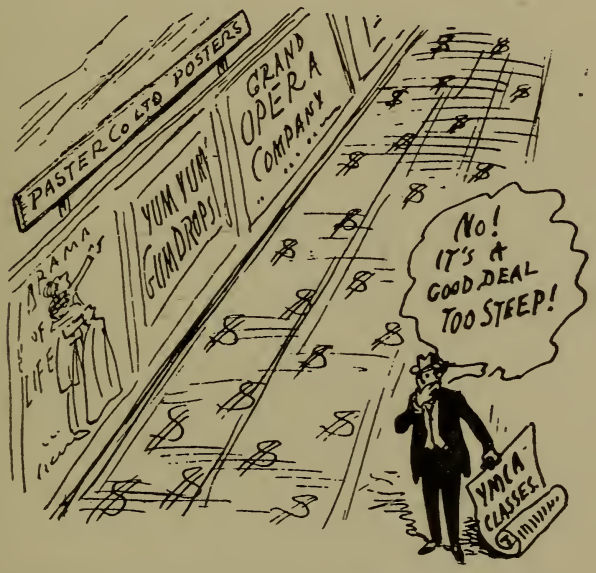
Twenty years ago a certain Association was without a gymnasium, a bath room, or an educational class. All in the world it had was a few wooden chairs, a "reading room" (most of the publications were contributed), and two checker boards, but the Secretary secured the use of three bill boards on the main street and on those bill boards posted the first page of every newspaper and the cover of every magazine to be found in the reading room and made a border of first pages of "The Young Men's Era", the predecessor of "Association Men." The attendance at this "wonderful" reading room more than doubled in a week. This was true

Association advertising. It was letting young men know what the Association had.

XIII

Billboards and Streetcars

WITHOUT doubt both of these methods of advertising are effective for some lines of business. Billboards are used



"Billboard advertising for an Association a little too steep in price"

most extensively by theatres, liquor and tobacco advertisers. Streetcar advertising is patronized most by those lines that have a continental market, as Lipton's Tea, Uneeda Biscuit, Snyder's Catsup, etc. I find that the successful retail stores, including the department stores, put their main reliance on the daily papers. I believe the Association is more nearly in the last named class, that of retail and department store advertisers, than either of the other general classifications.

The day may come when it will pay for the Association to use billboards and streetcar advertising, but at present I feel confident that as a rule the same amount of money placed in newspapers,

window cards and catalogues, will give a larger return.

I believe that billboard advertising for an Association is like an automobile for the average Secretary—a little too steep in price.

"A bigger power in the community than the Chief of Police"

XIV

Boys' Department Advertising

THE Boys' Department can be greatly strengthened by proper advertising, but perhaps it is nearer true in respect to the boys' work than other phases of Association activity that the best possible advertising is to get the boys to work for other boys.

To increase the membership, I think it can fairly be said that membership contests in the Boys' Department are not open to the same objections that obtain in the men's department. In fact, we are disposed to think that a mem-

bership contest once a year in the Boys' Department is a good thing. It has large value entirely aside from the members and money that can be secured. Boys are always wanting to compete, and anything that will arouse them to action and to loyalty to their team, their club, or their side, has decided value.

This individual, personal, action of the boys will need to be supplemented by printed matter. Boys' Department printed matter, if it is meant to interest the boys, can well have some rather crude pictures with a little of the ludicrous and comic features.

Every Boys' Department should advertise for at least two or three weeks before Christmas the desirability of a membership ticket in

the Association for a Christmas present.

If a list of boys who naturally might be expected to become members can be secured, it will

"Boys are always wanting to compete"

be found that a personal process letter with the boy's name filled in at the top and signed in ink at the bottom by the Boys' Secretary, will get far more attention from a boy than it would from a

man. Boys receive fewer letters than their dads and therefore are more inclined to take them seriously.

A Boys' Secretary who knows and calls a large number of boys

"Boys receive fewer letters than their dads"

by their first names is a bigger power in his community than the Chief of Police, and he can set advertising forces (these boys) at work whenever he wants.

One of the best features of ad-

vertising in every Boys' Department should be a large bulletin board in the boys' lobby or living room. This should be neat and announcements and advertisements, pictures and cards should be changed continually. Boys will read bulletin board announcements much more than men, particularly if they are along the line of boy work and boy life. Boys become used to looking at bulletin boards in their schools, and when the Association has one much better kept up with a little more of the humorous and grotesque appearing on it occasionally, the bulletin board will become dear to their hearts and a most valuable advertising factor.

Buttons and badges can many times be used to good advantage

in promoting campaigns of various kinds in the Boys' Department.

"The sporting pages of the daily papers get a seemingly abnormal amount of attention"

XV

Physical Department Advertising

USUALLY the Physical Department in all the cities gets more free advertising than any other phase of the Association's work. For some unaccountable reason, the sporting pages of the daily papers get a seemingly abnormal amount of attention and have more space to spare than any other section of the paper. These sporting pages will be found the easiest place to work in Association news, and should be used more than they are by keen Association officers.

Physical Department activities can always find a place on the sporting pages. News on these pages is good advertising, for boys and many young men turn first to the sporting section of the daily papers.

If the gymnasium is overhauled, or new apparatus is installed, see that it is mentioned on the sporting page. Announcements of when the gymnasium classes start and what they are doing will always find space in the papers. All the game and athletic life of the Association will be gladly written up by the sporting reporters of the papers if properly presented.

The most effective way of advertising gymnasium classes that we have discovered is to get the

members of the classes each to invite one friend to a particular class session, and for the Association to provide a clean gymnasium suit for the friend to appear on the

"Provide a clean gymnasium suit"

floor. This suit can either be sold the man when he joins, or can be washed and put back into stock, and it is the cheapest and most effective form of Physical Depart-

ment advertising of which we know.

There is a certain amount of advertising value for every Association to pull off occasionally some such stunt as a "Cross Country Relay Race," a "Gymnasium Circus," a "Rambling and Hiking Club," or "Week-end Trips," as long as these do not interfere with the regular systematic work of the department.

A full schedule of all the classes and class hours on a large, substantial display card or sign in the entrance or lobby of the Association building is a good feature. When this schedule is announced in the early fall, it should be given to the sporting editors of the daily papers who can usually be

depended upon to see that it is run in some special issue.

Some sporting editors are easily shown the news value of cartooning prominent business and

"Prominent men playing basket ball"

professional men playing games like school boys on the gymnasium floor.

Every large, successful retail business house these days realizes

the advertising value of specializing on some article or feature and harping on that. Some restaurants make a specialty of hot waffles. A few department stores have Friday "surprise sales." This principle can be worked in the Physical Department by advertising the swimming feature strongly at a certain time. Many successful physical directors believe that they can secure more young men by emphasizing swimming than they can by trying to explain about all the various physical department activities.

At another time, wrestling may be the thing to put forward. Have something going all the time and keep talking about it.

A certain Association had a small noon business men's class.

PLAY BALL
Indoors at Y. M. C. A.

Indoor Base....
Hand ....
Volley .....
Basket .....
Medicine .....

Ball

Games that make men boys again.
Join this week.

Dues $12 year, plus $2 entrance fee.
Some of the privileges you get for

$12

Gymnasiums
Marble Baths
Swimming Pool
Handball Court
Running Track
Boxing Room
Wrestling Room
Individual and Class Instruction

Corner Sixth and Taylor Streets

Call and let Secretary show you through building. Free illustrated catalogue for the asking.

Four-inch single column newspaper ad. run in four daily papers

The physical director began promoting it, went onto the floor before the class opened, and became interested in the kind of exercise or game that most interested the man or men until the class started, put in several original twists on the work, and today there are two large noon classes requiring the gymnasium floor every noon in the week and including in the membership many of the leading business and professional men of the city.

XVI

Religious Department Advertising

RELIGIOUS Department advertising should magnify the word CHRISTIAN in the Association work and emphasize the broadness of the word.

"Religious department advertising should magnify the word Christian"

The Religious, next to the Physical Department, is the easiest one of all the many Association Departments to advertise. The reason for this is, that the papers are not afraid there may be some financial consideration connected with this advertising, as with other phases of Association activities.

Most daily papers run once a week a religious section and they are usually hard put to get real live news for this space. The Association employee in charge of the advertising should see that the religious features of the Association are kept continually to the fore in this section.

Many of the church calendars will allow notice or announcement of the Association meetings,

and these should be used wherever available.

Special religious write-ups from the "news feature" point of view

"Don't be afraid of a little sensationalism"

should be continually appearing in the daily papers.

If the Bible Classes go on a hike, have it written up. Give

some names; most newspapers want names and pictures. These must be supplied if space is to be secured.

Don't be afraid of a little sensationalism now and then. Of course, I do not think it is ever necessary to be sacreligious or trivial in respect to sacred things, but the religious features of the Association have a wide range these days, of Religious Education, Social Service, Missions, Bible Study, Personal work, Social activities, Evangelistic meetings, and the Association that does not see that the religious activities are featured in the news columns of the daily papers makes a great mistake.

The Association advertising constantly great educational, phy-

sical and other departmental activities and neglecting to advertise just as aggressively the religious feature is making an almost irreparable blunder, not only because of the supreme importance of the work, but from a much lower standpoint, that of financial support from the average business man who may not himself have any relationship to the church. The Y. M. C. A. has achieved its present position and power because of its being a RELIGIOUS institution, and because it has set out to deliver a character product. If we neglect ad-

"Strength of Gibraltar ads"

vertising and pushing this most vital of all our many features we make a most serious mistake.

There is a lot of good life insurance advertising in the magazines and daily papers. We have all seen the "strength of Gibraltar" ads of the Prudential, yet the company does not expect this advertising to cause anyone to hunt up the offices of their agencies and ask for a chance to take out a policy. The advertising simply prepares the way for the agent. In other words, life insurance is that kind of business that requires personal presentation. The same is true of securing registration in Association systematic Bible Classes. The only way to get students is by personal solici-

tation. Advertising helps; it prepares the way for the solicitor, be he Secretary, committeeman, class or club leader, but Bible

"Handpicked Watermelons"

Study students have to be "hand picked". In my college town there used to be an eccentric character who sold watermelons. He had an old wagon with the sign

"Handpicked Watermelons". The facts of course are that there are no other kind of melons on the market. The same is true of graded Bible class students in city or railroad Associations; they all have to be "hand picked".

There are some kinds of game like "snipe" that you can shoot into the bunch and trust the birdshot to scatter enough to bag a few, but when you are hunting for bear you must take definite aim if you are to bring down the game.

This is a principle in Religious Department advertising — you have to take definite aim to get your man. You can use birdshot and scatter broadcast and still get some results advertising the Educational and Physical Depart-

ments, but in the Religious Department much greater care has to be exercised. In other words, you must be far more direct and def-

"When you are hunting for bear you must take definite aim"

inite in your kind of advertising. You do not need so many different pieces of advertising, but it needs to have a bigger charge of

powder, that is, personality, behind it.

A successful attempt on the part of a certain Association to interest professional and business men in religious work demonstrated this fact. Careful lists of eligibles in several professions were compiled by members of these professions, thus eliminating the bulk of the ineligibles. These men were carefully circularized to the number of 475 in regard to a lecture class by a prominent minister. Two hundred and twenty enrolled, and there was an average attendance of 153. Lists of ministers, club men, members of men's classes are kept, together with records of results. As much care is necessary in making religious depart-

ment lists as in making lists for financial work. It is as easy to avoid unnecessary advertising by an application of brains as it is to pay the bills for it—and more comfortable.

"Advertising helps; it prepares the way for the solicitor"

"Most young men have ambitious dreams. Educational advertising points the way for these dreams to become realities"

XVII

Educational Department Advertising

THE Educational and Employment Departments are more dependent upon advertising and receive more direct benefit from it, than any other phase of Association activities.

The Educational Department lends itself to persistent advertising. Its features can easily be listed as to subjects and costs.

The educational privileges usually have a basis for a strong appeal in that they tend to fit young men for better positions,

higher salaries, and larger advantages in life.

Most young men have ambitious dreams. Educational advertising points the way for these dreams to become realities.

The argument for educational work can be made in a hundred different ways. There was a good statement in respect to night educational work in one of the Fall issues of "West Side Men" this season. It ran as follows:

"For most men the impulse to self-expression does not exhaust itself in the business of their vocation. No healthy man of moral aspirations is, or should be, satisfied with merely doing a day's work. Having done that, most of us are better contented with ourselves if we undertake and systematically carry through some other line of activity after business hours, thus achieving more nearly complete self-expression and a satisfied sense of capabilities developed and power used."

A certain Association makes this kind of statement of the object of its educational work:

"This feature of the Association activities is designed to meet the needs of men who are working for promotion, preparing for some special vocation, profession or higher educational institution, or for those who desire to secure a liberal education while engaged in some vocational occupation."

By far the most effective newspaper advertising is the news article suggested by the "Educational Sunday," the opening and closing of the school year, the addition of new courses and subjects of study, the election of new members to the teaching force, the installation of new equipment or any other feature which marks an incident in the work. The daily papers are becoming more and more liberal in

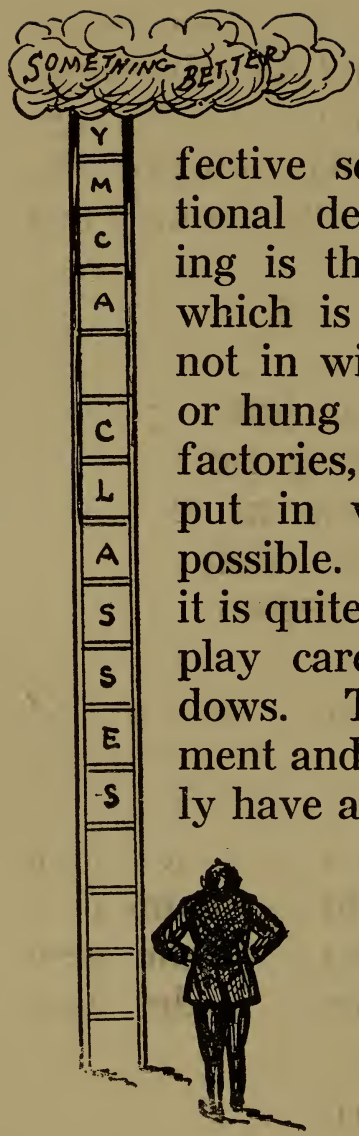
their allotment of space to the educational activities of the Association.

The time has now come when the Association can enter into its own as a city-wide influence in shaping local educational policies, organizing lines of study for business and professional men and installing and equipping laboratories for the advancement of industrial sciences. It is not enough that such work is being done already to a greater or less extent in every city, in other institutions. It remains for the Y. M. C. A. to vitalize the business, the professional, and the industrial life of a city by infusing into it, through these channels, a spirit of altruism and Christian ideals.

Although every Association should have some little educational "stunt" or side line in the way of so-called special schools, the best thing that the educational

"Y. M. C. A. leading Business"

department can do is to keep hammering on the fundamentals among which are arithmetic, penmanship, bookkeeping, drawing, and English.



One of the comparatively inexpensive and yet effective schemes for educational department advertising is the "window card," which is placed principally not in windows, but tacked or hung up in shops, mills, factories, though, of course, put in windows wherever possible. In the larger cities it is quite difficult to get display cards placed in windows. The larger department and retail stores usually have an agreement not to allow such cards in their windows, but there are always smaller stores and shops that will

give this privilege. Many business houses that will not allow any other advertising in their windows will consent to the placing of a Y. M. C. A. card therein.

Several successful educational departments believe that for the same amount of money the window card brings larger returns than any other form of advertising.

A window card should always have some picture on it, and should be printed in at least two different colors of ink. The additional color adds a great deal more than the additional cost. It should be stiff enough to stand if leaned against a wall or any article. The complete list of subjects taught, together with the exact cost of each, should be printed

in clear, strong type that can be read several feet from the card.

I have noticed a good many Association window cards adver-

"The people in our town that I see looking into the store windows seem to be mainly interested in the goods with the cost tags"

tising the Educational classes giving the list of subjects without a word about the cost. The people in our town that I see looking into the store windows

seem to be mainly interested in the goods with the cost tags.

Here are two cards advertising Educational classes:

Y.M.C.A.
Day and Night
Schools

SUBJECT
Arithmetic
Algebra
Bookkeeping
German
Mechanical Drawing
Plumbing
Salesmanship
Shorthand
Typewriting

Y.M.C.A.
Day and Night
Schools

SUBJECT	Fee 3 Months
Arithmetic	$2.00
Algebra	3.00
Bookkeeping	5.00
German	5.00
Mechanical Drawing	5.00
Plumbing	10.00
Salesmanship	8.00
Shorthand	5.00
Typewriting	5.00

The point is that a statement of the fees adds 50 per cent to the value of the card.

The biggest advertising asset of the Educational work of the Association is the strong, moral and

religious atmosphere permeating it. Any Association that fails to use this fact in its advertising loses one of the best appeals that can be made in building up a student body.

The two phases of Association educational work that have been growing the most rapidly the last few years have been the "special schools" and day departments in the larger city Associations. Both of these require much advertising. In fact, the very success of the work is dependent to a large extent upon the amount and quality of the advertising.

The remarkable results secured through the advertising carried on by such educational departments as Boston, West Side New York, and other Associations of

the country show what can be accomplished by good, persistent advertising.

Many of the larger City Associations are finding that their field

"Two kinds of plumbers"

for educatioanl work is not confined to the city in which their particular Association is located. If they are conducting a special school such as Plumbing, adver-

tising can at a small expense be sent to every plumbing establishment in the state. As a matter of courtesy, of course, it should not be sent to those cities where there are other Y. M. C. A.'s carrying on educational work. The same is true in respect to an automobile school. Circulars should be sent to garages and automobile dealers over a wide range of territory.

Los Angeles, Kansas City and other aggressive Associations are drawing students from a large section of the surrounding country. Advertising for these special schools may be in the form of process letters, catalogues or special circulars. The best methods will have to be determined for each Association by careful experiment.

Y. M. C. A. DAY and NIGHT Schools

SIXTH AND TAYLOR STREETS

Trade Schools	Fee 3 Mos. to 3 years
Assaying	$ 30.00
Automobile	50.00
Carpentry	10.00
Electricity	15.00
Forestry and Lumbering	10.00
Plumbing	15.00

Business and Professional Schools.

Accounting	$ 150.00
Bookkeeping	6.00
Cost Eng. and Quantity Surveying	30.00
Pharmacy	30.00
Plan Reading and Estimating	8.00
Reinforced Concrete Cost	15.00
Show Card Writing	12.00
Salesmanship	15.00
Shorthand	6.00
Surveying and Drafting	10.00
Telegraphy and Dispatching	12.00
Telegraphy (wireless)	50.00

Some of 50 Other Courses.

Arithmetic, Algebra or Geometry	$ 5.00
German, French or Spanish	5.00
Penmanship or English	3.00
Public Speaking	6.00
Boys' Elementary School (day)	12.00
Boys' Elementary School (night)	4.00

Call or send for free Illustrated Catalogue, Portland Y. M. C. A. Similar schools Seattle, Tacoma, Spokane, San Francisco, Oakland, Los Angeles.

Four-inch display ad. run in four daily papers

"Always have ad. running in the Male Help Wanted column"

XVIII

Employment Department Advertising

THE first essential to the successful conduct of an Employment Department is men to fill positions. He would be deemed lacking in judgment who spent his time digging post holes without first securing posts to fill them.

To secure men you must have something attractive to offer; then display where it will receive the greatest publicity.

During a recent tour of the country, embracing twenty of the largest cities, an observing Secre-

tary failed to discover a single advertisement in any newspaper setting forth to young men the opportunities afforded by the Employment Department of the Young Men's Christian Association and inviting them to avail themselves thereof.

Every Employment Department in a city of any considerable size, and particularly in an Association that has a man giving his entire time as Employment Secretary, should always have an "ad" running in the "Male Help Wanted Column" of the daily papers.

It would be just as consistent for a business house to take down its sign as for an Employment Department to take its "ad" out of the "Male Help Wanted Column."

Of course, the ad should be changed from time to time. On first thought one would think the oftener changed the better. Ex-

"Running in the Male Help Wanted column"

perience has shown just the opposite to be the case in a certain Association. This Association has tried various "Male Help Want Column" "ads" from time to time.

Here are a few which secured satisfactory results for a while:

HELP WANTED—MALE

EVERY young man seeking employment, or desiring to better his condition, should get in quick touch with the Advisory and Employment Secretary of the Y. M. C. A. Special Employment membership. During April we placed 98 men in permanent and 97 men in temporary positions. Strangers our specialty. Good service, fellowship and opportunity await you. Demand for every young man who can do anything well. Think twice, and then some, before you invest money in any proposition.

HELP WANTED—MALE

YOUNG man!!! If you can do anything well or are qualified for better work than you are at present doing, get in touch with the Secretary of the Advisory and Employment Department of the Y. M. C. A. Great demand for brains in this city and state. During the week ending May 21 we received 75 calls for employes; placed 51 men in permanent positions at salaries ranging from $40 to $150 per month. Have demand now for at least 40 men at salaries of from $40 to $150. The only cost to you is membership in the Association, which, if you are a non-member, can be secured at a nominal figure. Strangers our specialty. Good fellowship, good advice, good position awaits you. Think twice and then some, before you invest money. We can tell you where not to put it.

HELP WANTED—MALE

YOUNG MAN!!!
See the
Advisory and Employment
Secretary of the
Y. M. C. A.
If you desire
Employment,
Promotion,
Advice,
Friendship.
Hang on to your money.
"All that glitters is not gold."
Ask us.

"Hang on to your money"

WHAT HAPPENED IN THE
Advisory and Employment Department
of the
Y. M. C. A.
during
November and December:

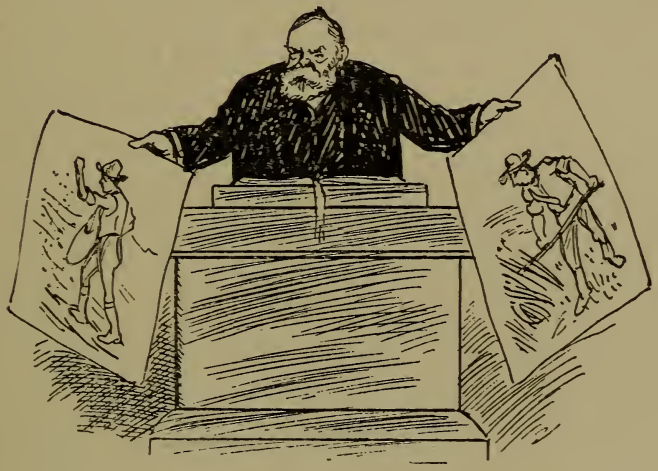
273 calls for men.
245 positions filled.
224 new members taken in.
22 membership fees refunded.

Any fellow, young or middle-aged, who can do anything well, or better, need not be out of employment. We guarantee employment or a return of membership fee. See Secretary, Employment Department, Y. M. C. A., 2d floor.

YOUNG men seeking employment are cordially invited to consult the employment secretary of the Y. M. C. A.
He can send you to it or tell you where to find it.
Over a thousand men placed last year.
Have immediate call for the following:
Bookkeeper and assistant cashier, bank out of town, $100.
Two stenographers, city, $65 and $75.
Bookkeeper and stenographer, out of town, $100.
General agent, fire insurance company, $150 and expenses.
Bookkeeper, lumber, out of town, $75.
Mechanical draftsman, city.
Fire insurance solicitor, city.
Registered pharmacist, out of town, $60.
Bookkeeper, city, $70.
Bookkeeper and collector, city, $75.
First-class bookkeeper, experienced in department store, $150.
Stenographer, out of town, $75 and board.

Y. M. C. A. The friend of the young man and stranger. Hearty welcome and good counsel are yours without cost. Constant call for men who can do something well. Special Employment Membership assures employment. After you have seen the other fellow, see us before you invest money.

There is one particular "ad" that has always brought results. This "ad" is something like Mr. Moody's s e r m o n. Whenever



"Like Moody's sermon on Sowing and Reaping, always sure of results"

Moody was holding a series of meetings and did not seem to be getting results, he would preach on "Sowing and Reaping" and then was always sure of results.

This "ad" is not copyrighted and has been running, with various modifications, for over two

INCIDENT
(One of Many.)

Office Secretary Employment Department, Y. M. C. A.

Young man, stranger, seeking employment ($20 his total cash asset)—If I pay you $5 for employment membership, I will have only $15 between me and starvation.

Secretary—If you pay $5 for employment membership, you will have the Y. M. C. A., with all its resources, between you and starvation.

Result: Young man joined association. In less than a week he had satisfactory employment.

Record for nine months ending Sept. 30.
Call for men.....1751
Positions filled 1316

Employment membership guarantees member will secure employment or refund of membership fee; gives two months' full membership privileges, 10 months' social privileges and undertakes to keep member employed during the full term of membership without further charge.

Constant demand for CLERICAL, TECHNICAL AND COMMERCIAL MEN.

See Secretary Employment Department Y. M. C. A.

years, and the Association that runs it feels that it has been worth several thousand dollars to the organization.

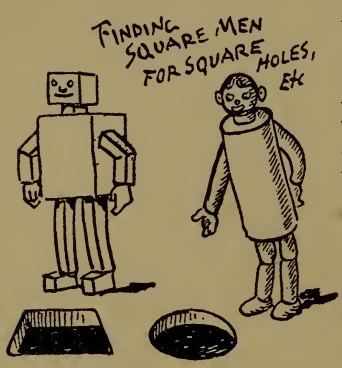
W. A. Magee, who was for over twenty years State Secretary of Iowa, used to tell a good "cow story" that he said was worth over $10,000 to the State Committee of Iowa. I understand that W. M. Parsons claims that he inherited the story and is still telling and cashing in on it. There are lots of good things that will bear repeating. Some Associations are so anxious to be original in their advertising that they become foolish, forgetting that

"We are the heirs of all the ages."

While Association men are sometimes accused of being imitators, I believe a man should be complimented when he finds some other Association is making

a success of a certain method or plan, and is willing to adopt it.

After having secured competent men, then comes the matter of securing positions. This is comparatively easy after having demonstrated ability to fill them.



"Securing suitable positions"

All properly conducted Employment Departments have a list of the principal employers of the city. From time to time postcards, announcements, blotters, personal letters, bulletins, etc., should be mailed to these employers for the purpose of impressing them with the advantage they will receive by util-

izing the service of the department.

The men themselves after being properly coached, if sent out to seek their own positions (giving the Employment Department as reference), form a visible demonstration of the calibre of men handled by the Association Employment Department and a very telling advertisement with the public. One Employment Secretary might be able to see an average of ten employers each day. Seventy-five men, properly coached by the Secretary, could see an average of seven hundred and fifty employers each day.

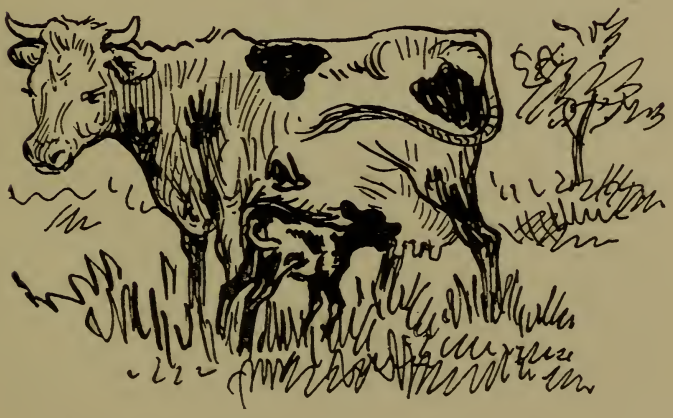
Scrupulous care in furnishing employers with men having just the requirements desired is the

highest type of Employment Department advertising. It is cumulative in its effect and will build up a constituency that is constant and ever enlarging.

XIX

Association Cafe, Restaurant or Cafeteria Advertising

AN Association running an eating department, whether spa, lunch counter, restaurant, cafe or cafeteria, is f a c i n g a straight business problem.



The original "Calf"-eteria or self-serving system

There seems to be general agreement that the lunch counter and cafeteria or self-serving systems are more easily made to pay expenses than where there are tables with service or waiters.

The average Association constituency wants good wholesome food, well cooked and a maximum amount of it for a minimum amount of money. This can be given by the "self-serving" plan better than any other thus far devised.

The backbone of most Association eating departments is the dormitory men living in the Association building. These must be kept in mind constantly in conducting the eating department. In most of the larger Associations many men are continually coming

to live in the building, and some of them are not even aware there is an eating department. Some

"Special dishes that are being served in the eating department"

Associations deliver a man's room key to him in an envelope with a statement about the cafeteria printed on the face of the envel-

ope, or a card is printed and placed in the envelope.

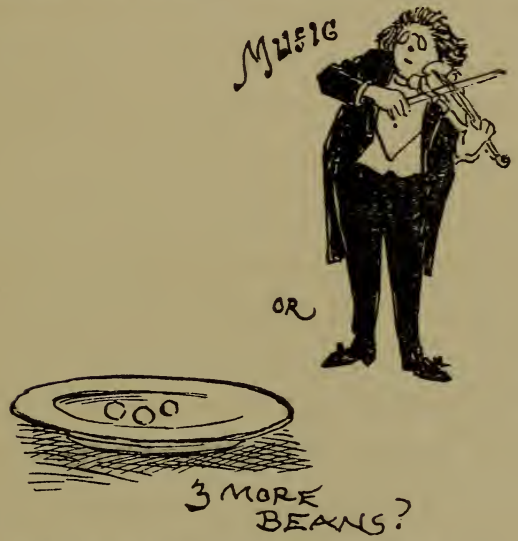
Many Associations maintain a little bulletin board on every floor beside the elevator and at the head of the stairs. On this bulletin board special dishes that are being served in the eating department should be listed from time to time.

When a general letter of invitation to some function is being sent out to the entire membership this opportunity should be taken to call attention to the special features of the eating department.

The best advertising for an Association's eating department is the quantity and quality of the food. Some Associations have tried to make this up with music, flowers, white linen, and evening

dress suits for the waiters. This does not work. (We believe in a few flowers.)

A certain Association cafeteria manager from time to time went



"Music vs. Three more beans on each plate"

to his General Secretary and suggested that the Association install music, either a small orchestra or a music box. The General Secretary, who thought he was some-

what of an advertiser, answered: "Put three more beans on each plate."

To secure neatness and cleanliness in the kitchen and dining room is the eternal job of all eating department managers, and to obtain it is the biggest kind of advertisement.

The following is a card of a certain eating department. It

A Large Quantity of the Best Quality of Food

Y. M. C. A. Dining Room

Baked Halibut 10c
Lamb Stew . . 10c
Corn Beef . . . 10c

Fifty Other Good Dishes Served

may be placed on an easel at the front of the building, in the lobby, or in a printed publication.

A certain Association cafeteria advertises as you enter the dining room, "If the food you get does not taste just a little better than expected, the management will appreciate your taking it back to the counter and getting something else without additional charge."

Once in a while an Association cafeteria management gives away something appetizing as mint wafers, a fresh apple, pear or plum, with each order as the person passes the checker. This seems to build up trade.

"Gives away something appetising"

"The tricks of Association Advertising are just the opposite of those of the magician"

XX

The Tricks of Association Advertising

THE tricks of Association advertising are just the opposite of those of the magician. He fails unless he "deceives" the eye and makes things look different from what they are. The trick of Association advertising is NEVER TO DECEIVE, but to make things look just as they are.

(1). Seeing the Building. One of the best forms of advertising that a certain Association has discovered is running "Seeing the Building" parties. When the building is thronged at noon or

from 5 to 8 o'clock in the evening, parties of strangers are made up by announcing through a megaphone in the lobby that a delegation is just starting to see the building. Almost e v e r y announcement brings forward several strangers who are in the lobby writing, looking up guides or directories, or reading, that are glad to go through the building. This is always a revelation to people who are not especially familiar with Association work, to see the boys' activities, the gymnasiums, the swimming, the trade schools, and the hundred and one features that are going on in a large modern Association. This is the best possible kind of advertising and nothing quite equals it as a member getter. Of course,

those who take these parties through the building need to be thoroughly coached so as to give out information. The statistics of all the departments, how the work is administered, and a large amount of other interesting and valuable information can be imparted when it will have the keenest attention.

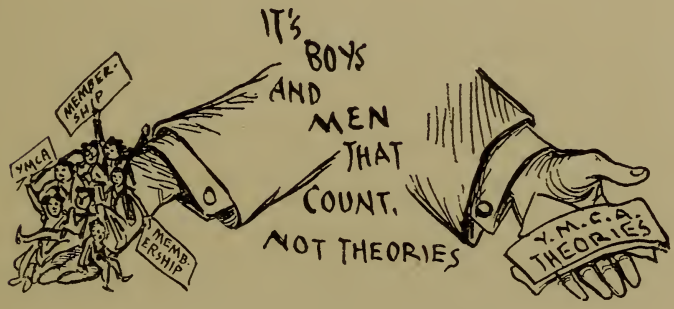
"The grestest trick of all is the trick of the Glad-Hand"

(2.) Almost every Association at some time in the year sends out to especially secured lists process letters telling about some particular feature, and many times these letters say that under another cover a circular or catalogue is being sent. Many advertisers believe that it is much better to let this

process letter go and wait one day or sometimes two before sending the circular or catalogue. The person receiving the letter in which reference is made to the circular at once wants to see that circular, and if it is not delivered wonders why. This delay of a day or two sharpens the curiosity of the person receiving the letter so that when the circular or catalogue does come, he gives it more attention than he would had he received it at the same time as he received the letter.

(3.) A large number of successful Associations delegate one or more Secretaries or employ a man and assign him the job of tacking or hanging an educational window card every place in the city where men collectively wash,

such as large stores, offices, factories, mills and shops. Many secretaries have theories about placing advertising. We must remember that it is boys and men that count, not theories.



(4.) The larger Associations of the Pacific Northwest have for a number of years in the educational advertising run a sentence about as follows: "Similar schools will be found in Seattle, Tacoma, Portland and Spokane." This Fall Seattle and Portland have

extended this in their advertising to include also the larger cities of California, such as Oakland, San Francisco and Los Angeles. The trick here is that every Association that is really unselfish can try to help other Associations. Each Association can in its printed matter, after telling all the good things that it is doing, in a line list a number of other Associations located in the same general territory that are doing a similar work. If Associations generally would do this it would be of great value to the brotherhood.

(5.) Announcements and booklet covers. Light tinted covers are better for temporary announcements. They are, as a rule, more attractive, but if it is

desired that a booklet be kept, such as an annual catalogue, a darker shade is better because it does not show dirt or soil and not being so common is far more likely to escape the waste basket for a longer time.

(6.) In most advertising use "lower case" instead of capital letters. We are so much more used to reading "lower case" type that the eye seems to take it in more readily. Note how much easier you can read line (b) than line (a).

(a)
ASSOCIATION ADVERTISING
(b)
Association Advertising

(7.) Where it is desired to make a wide mail circulation of a general Association catalogue the

city directory can be used. A certain Association has for fifteen years from the city directory checked and had addressed a catalogue to every man listed as having a position such as bookkeeper, clerk, salesman, draughtsman, etc., where the name of the firm he is with is stated and also that he "bds." (boards) or "rms." (rooms), but passed over all who "res." (resides). The assumption being that it is mainly young men that board and room while men that reside are usually married and not so liable to be attracted by the Association privileges.

(8.) People are always interested in facts written up in an interesting way. Facts are much more valuable if they are made comparative. Some people go to

the phrenologist to find out where they excel; an Association Secretary should study the "bumps" in the year book. Almost every Association can find some point in which it excels, either in its state, or in cities of the same size. Something like the following

"Some people go to the phrenologist to find out where they excel"

might even get into the New York papers:

"New York is not usually considered much of a religious or church city, yet the annual Year Book of the Young Men's Christian Association, which has just been published, shows that there are 27,995 members in the Associations of Greater New York, which is more than in all the Young Men's Christian Associations of London (where the organization started), Chicago, Philadelphia and St. Louis combined, though the aggregate population of these cities is over three times that of Greater New York."

Even the conservative Seattle newspapers might be induced to print:

"In the past year there were 1665 different men and boys in Bible Classes in the Seattle Young Men's Christian Association. This was more than in any other Y. M. C. A. in the world," etc., etc.

"Y. M. C. A. keeping step with the town"

The Detroit papers would likely take the following for a basis of an article:

"If the membership of the Detroit Association were lined up

single file and only two feet allowed to a man, it would make a line of men over two miles long," etc., etc., etc.

(9.) Keep step with the civic interests of your city, that is, when the city is interested in any public function, the Association should by its work and the decorations of the building reveal this interest. If there is a flower show in the city, have an exhibit of those particular flowers in the building, be they roses, sunflowers, dahlias, or what not. If there is a fruit show on, have a display of that particular kind of fruit in the lobby. When a horse show is going, get pictures of high bred horses. Decorate with the seasons, Christmas, New Years, Hallowe'en, Fourth of July, and get

the papers to talk about these decorations. This is a day of exhibits. Make the Association a center for exhibits of all kinds. In short, the Association should become a kind of active-minded chameleon reflecting the colors of progressive civic activities.

"Get the papers to talk"

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